



**Gregory A. Franklin**

Assistant Executive Officer, Health Benefits

Gregory A. Franklin was appointed Assistant Executive Officer, Health Benefits in February 2007, and directs the purchasing of health care for nearly 1.3 million CalPERS members at an annual cost of more than \$5.5 billion. He is also responsible for the day-to-day operations of the Health Benefits Branch, where he oversees four program areas:

- The Office of Health Plan Administration – Develops and manages contracts with Health Maintenance Organizations (HMOs), Preferred Provider Organizations (PPOs), and other vendors; negotiates annual premiums; and administers the Long-Term Care Program
- The Office of Employer and Member Health Services – Provides eligibility and enrollment services to participating members and employers; helps members resolve difficult issues with their health plans; and provides marketing and contracting services
- The Office of Health Policy & Program Support – Researches and develops new products and alternative approaches to health care; provides analytic support for annual health plan premium negotiations; and coordinates member information systems
- The Division of Operations and Infrastructure Support – Provides consolidated administrative functions to the Health Benefits Branch; maintains oversight of branch personnel, budget, space planning, facilities and audit response actions; manages the Branch legislative process; and acts as the Health Insurance Portability and Accountability Act (HIPAA) Administrator for the CalPERS Enterprise

On September 26, 2008, Mr. Franklin was elected to the Board of Directors of the Public Sector HealthCare Roundtable, a national coalition of public sector health care purchasers committed to influencing the national debate for improved health care quality and reduced costs.

Prior to coming to CalPERS, Mr. Franklin was Deputy Director of Health Information and Strategic Planning for the California Department of Health Services (CDHS), where he directed operations for the Health Information and Strategic Planning Division. There, he managed nearly 300 staff and an annual budget of approximately \$60 million. While at CDHS, he also held the position of Deputy Director of the Office of Multicultural Health, providing health policy direction to CDHS programs and the Legislature. In addition, he led the development of CDHS five-year strategic plan. As a manager in the Medi-Cal Managed Care Division, he played a key role in implementing the Two Plan managed care model, which would eventually become the Medi-Cal Managed Care Program's predominant model in the State.

Mr. Franklin holds a Bachelor of Science degree in Business Administration from California State University, Sacramento, and a Master's degree in Health Administration from Golden Gate University in San Francisco.

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